

John E. Reeder, Regional Director Los Angeles Regional Census Center
Serving Southern California & Hawaii

COMPLETE COUNT COMMITTEE

Operations Guide

United States
**Census
2000**



AGENDA

What is a **Complete Count Committee**?

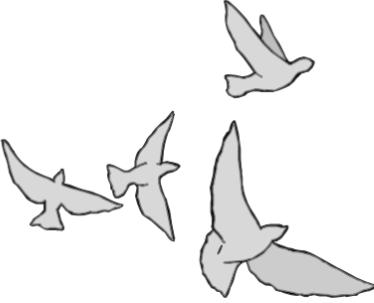
Why should a jurisdiction form a
Complete Count Committee?

How does a jurisdiction partner with the
U.S. Bureau of the Census?

When should a **Complete Count
Committee** organize?

What is the sub-committee structure for a
Complete Count Committee?

Summary - What are the benefits of the
Complete Count Committee?




**What
Is
a
Complete
Count
Committee?**





United States
**Census
2000**

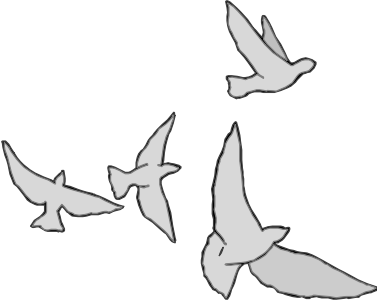


A Complete Count Committee is...

 A team of community members appointed by the highest elected official of a jurisdiction for the purpose of developing and implementing a Census 2000 awareness campaign, that will influence every member of the jurisdiction to complete the Census questionnaire in a timely and accurate manner.

 A team of community members who will function as the leaders in the promotion of a Census 2000 awareness campaign from now until the summer of 2000.

 A team of community members who are committed to ensuring that every resident in their community is counted in the 22nd Decennial Census to be held in the year 2000.




**Why
should a
jurisdiction
form a
Complete
Count
Committee?**




United States
**Census
2000**

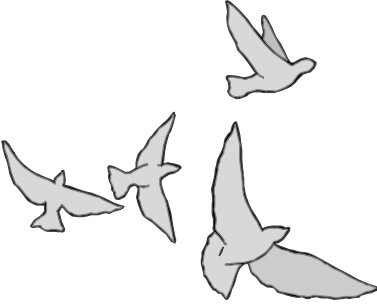


A jurisdiction forms a Complete Count Committee...

 To increase the questionnaire mail back response rate through a focused, structured neighbor-to-neighbor program.

 To utilize the local knowledge, expertise, and influence of each **Complete Count Committee** member to design and implement a Census awareness campaign targeted to the **Complete Count Committee's** community.

 To bring together a group of community members whose only focus is Census 2000 awareness.




**How
does a
jurisdiction
partner with
the U.S.
Census
Bureau?**





United States
**Census
2000**



Partnering with the U.S. Census Bureau

 A Partnership Specialist from the Census Bureau meets with the highest elected official of a jurisdiction, to make a presentation regarding the role of local community involvement to the success of Census 2000 through the formulation of a **Complete Count Committee**.

 The highest elected official agrees to form a **Complete Count Committee** and issue a Proclamation/Resolution outlining the partnership. A sample copy of a Proclamation is included on the next page. The original Proclamation should be sent to: Partnership Unit, Los Angeles Regional Office, 15350 Sherman Way Suite 300, Van Nuys, CA 91406.

-  The Proclamation/Resolution should:
- ★ *Be written on official stationery*
 - ★ *State that the jurisdiction will form a Complete Count Committee*
 - ★ *Outline the committee structure and give a broad scope of each committee's proposed activities*
 - ★ *Have the signature of the highest elected official*
 - ★ *Have the official seal affixed*

City of _____ Census 2000 Proclamation

Whereas, the next **Decennial Census** will be taken in the year 2000, and political representation to the United States House of Representatives, state legislatures and local governments is determined by the **Decennial Census**, and the City of _____ recognizes the equal importance of each resident in the 2000 Census count; and,

Whereas, the City of _____ has agreed to be one of 39,000 government entities in partnership with the U. S. Bureau of the Census; and,

Whereas, the City of _____ understands that its primary role in this partnership is to formulate a **COMPLETE COUNT COMMITTEE** that should include, but is not limited to the following sub-committees: **Government, Education, Media, Religious, Community-based Organizations, Business, Recruiting, and Special Housing**; and,

Whereas, the role of the **Government** sub-committee is to bridge all gaps between the community and the Census Bureau on geographic matters, outreach activities, and information centers; and,

Whereas, the role of the **Education** sub-committee is to create census awareness programs for pre-kindergarten to college age students, coalesce with educational institutions, distribute Census Bureau Education Programs, and to encourage parents and college students to apply for Census jobs; and,

Whereas, the role of the **Media** sub-committee is to utilize all aspects (print and electronic) of its industry to inform, motivate, and educate the city's residents in the necessity and importance of their rapid response and 100% participation in Census 2000; and,

Whereas, the role of the **Religion** sub-committee is to form a cross denominational coalition for the dissemination of Census information, inclusion of special announcements in church bulletins and sermons, hosting of Census awareness activities, and circulation of Census job opening bulletins; and,

Whereas, the role of the **Community-based Organizations** sub-committee is to make the community aware of the many ways Census data is used to obtain funding for essential services and programs; and,

Whereas, the role of the **Business** sub-committee is to encourage all area businesses to advertise the Census message in sales advertisements, promotional materials and displays, and to sponsor Census 2000 community awareness activities; and,

Whereas, the role of the **Recruiting** sub-committee is to receive and disseminate to all segments of the community, information regarding the availability of Census jobs in the local area,; and

Whereas, the role of the **Special Housing** sub-committee is to assist in the location of shelters, soup kitchens, non-sheltered outdoor locations, group quarters, and other non-conventional housing facilities; and,

Therefore, I (highest elected official's name and title) of the City of _____ hereby proclaim full support of and participation in the overwhelming success of Census 2000 through the formulation of a **COMPLETE COUNT COMMITTEE**.



**Where
does a
Complete
Count
Committee
operate?**



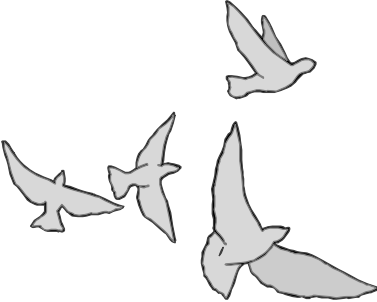
United States
**Census
2000**



Where to operate?



Each Complete Count Committee operates within the jurisdiction of the highest elected official. However, a local **Complete Count Committee** may choose to partner with a county or regional **Complete Count Committee**.



**When
should a
Complete
Count
Committee
organize?**



United States
**Census
2000**



Get organized...



RIGHT NOW!



Although the Census 2000 questionnaires will not be delivered to U.S. households until mid-March of the year 2000, the Census awareness campaign must start TODAY. Starting now, each resident will experience some type of Census operation, i.e., address listing or block canvassing. These operations are necessary to verify the accuracy and location of each address in the United States.



The immediate formulation of a **Complete Count Committee** will ensure that local residents are kept abreast of the various Census operations before the information is nationally circulated.



The more informed residents are about Census 2000 operations, the better their understanding of the Census process becomes; thus increasing their willingness to participate in and be apart of the successful enumeration of Census 2000.



This type of local-based campaign is best accomplished through the **Complete Count Committee**.








**What Is the
sub-committee
structure
of a
Complete
Count
Committee?**





United States
**Census
2000**



The Structure...

-  Note: The U.S. Bureau of the Census will not manage the **Complete Count Committee**. The Bureau will serve as an informational resource.
-  The operation of the **Complete Count Committee** flows from the highest elected official to the chairperson, to the sub-committee chairs, to the sub-committee members, to the community-at-large.
-  The highest elected official appoints a chairperson. The chairperson may serve as the liaison between the **Complete Count Committee** and the Census Bureau.
-  In consultation with the highest elected official, the chairperson selects the sub-committee chairs.
-  The **Complete Count Committee** involves every aspect of a local community in its sub-committee structure-- Government, Education, Religion, Media, Community-based organizations, Business, and Job Recruitment:

- ▶ **Government sub-committee** - Assists in all activities between the Census Bureau and the local government, i.e., Local Update of Census Addresses (LUCA), identifying free space for Questionnaire Assistance Centers (QAC) and Be Counted Centers, and identifying special housing, group quarters, and places for people without housing.
- ▶ **Education sub-committee** - Facilitates a Census program for local schools from pre-kindergarten through 12th grade, as well as postsecondary education institutions in the area.
- ▶ **Religion sub-committee** - Creates and coordinates activities and materials that can be used by any local religious institution in the promotion of Census 2000 awareness and participation.
- ▶ **Media sub-committee** - Creates and facilitates ways to get the Census message to all community residents, utilizing all available sources such as, local newspapers, newsletters, flyers, billboards, local festivals, radio and television.
- ▶ **Community-based organizations sub-committee** - Coalesces with community organizations to inform residents of the benefits derived from Census data.
- ▶ **Business sub-committee** - Creates and coordinates activities that involve business in Census awareness such as, distribution of Census information, Census messages on packaging (grocery bags), and the inclusion of the Census logo and message on sales promotion materials.
- ▶ **Recruiting sub-committee** - Receives information from the Partnership Specialist about Census job openings in local areas and disseminates this information to all segments of the community. Information will include the number of jobs available, type of jobs available, and the locations of testing and training sites.
- ▶ **Special Housing sub-committee** - Compiles a list of non-conventional housing facilities and locations such as, nursing homes, jails, dormitories, soup kitchens, places for people without housing, shelters, missions, and group quarters.

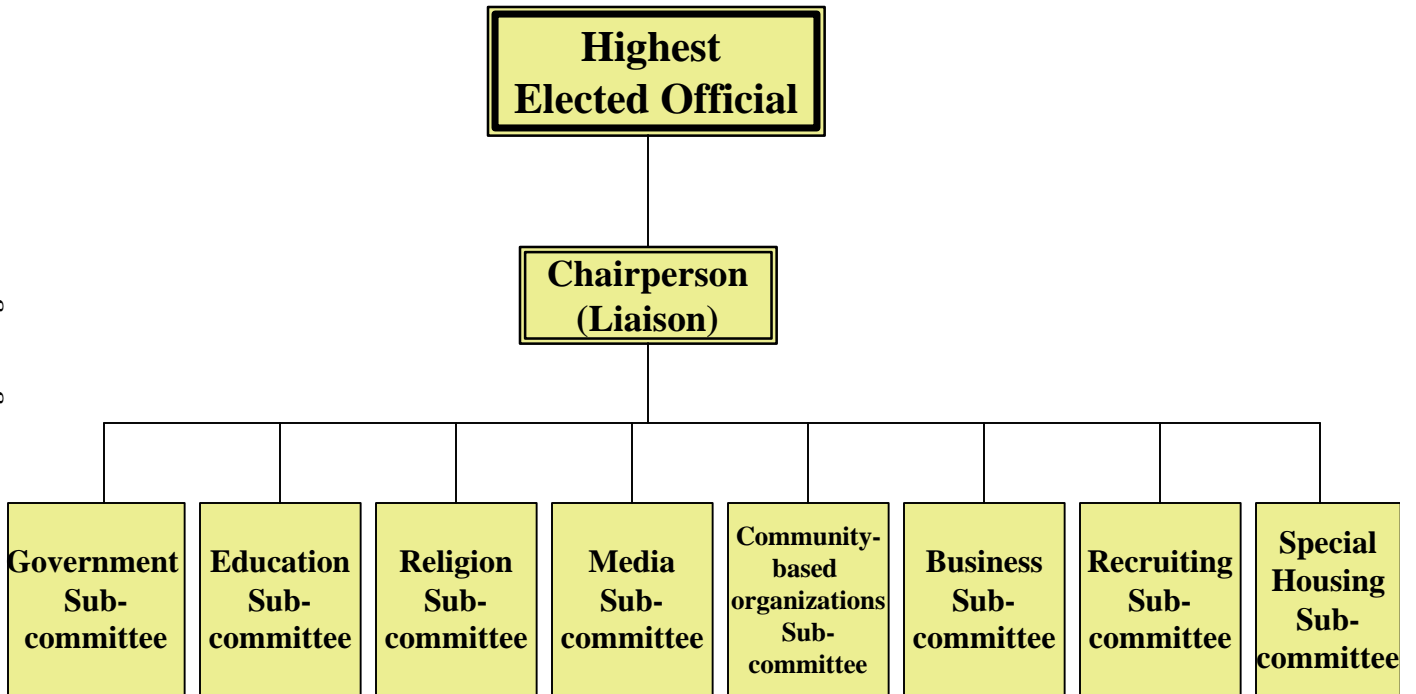
-  The sub-committee chairs recruit members for their respective teams.
-  The ideal candidates for a **Complete Count Committee** are those community members who have expertise, influence, and experience in the focus area of the respective committee.

On the succeeding pages you will find a **Complete Count Committee** organizational chart and several grids with suggested activities for each sub-committee for the three phases of the Census campaign: pre-Census, Census, and post-Census. These charts are a **guide** in assisting you formulate and operate your community's **Complete Count Committee**. As these suggested activities are reviewed by your **Complete Count Committee**, no doubt you will **add** or **delete** activities to customize your plan.

Please share your ideas with us so that we can add them to our list of suggested activities and pass them along to others.

Complete Count Committee Organizational Chart

Los Angeles Regional Census Center



Complete Count Committee Operations Guide

Suggested Agenda Schedule for the Complete Count Committee

(Suggested activities for each sub-committee on following pages)

PRE - CENSUS DAY - NOW through MARCH 2000	
<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
1998 Summer and Fall	<ul style="list-style-type: none"> <input type="checkbox"/> Highest elected official meets with a Partnership Specialist for the U.S. Bureau of the Census to discuss forming a partnership for Census 2000 and the establishment of a Complete Count Committee (CCC). <input type="checkbox"/> Jurisdiction issues a Proclamation/Resolution stating that it will formulate a Complete Count Committee for Census 2000. <input type="checkbox"/> Highest elected official appoints the chairperson of the Complete Count Committee. <input type="checkbox"/> Highest elected official, with the assistance of the chairperson appoints the sub-committee chairpersons. <input type="checkbox"/> Highest elected official holds a press conference to announce the formulation of a Complete Count Committee and the appointment of the chairperson for Census 2000.
1998 Fall and Winter	<ul style="list-style-type: none"> <input type="checkbox"/> Hold first Complete Count Committee meeting: <ul style="list-style-type: none"> ✓ Give an overview of the roles and responsibilities of a CCC for Census 2000. ✓ Select a secretary to record minutes of meetings. ✓ Establish committees. ✓ Develop a plan of action for a city-wide Census 2000 awareness campaign to cover the period from now through November of 2000. ✓ Refer to the suggested activities schedule for each subcommittee found on the following pages. ✓ Set a schedule for the entire Complete Count Committee meetings as well as the sub-committees.
January 1999 through December 1999	<ul style="list-style-type: none"> <input type="checkbox"/> Hold regularly scheduled meetings to report on tasks and sub-committee activities. <input type="checkbox"/> Proceed with Census 2000 awareness activities generated by each sub-committee. <input type="checkbox"/> Evaluate the activities for effectiveness. <input type="checkbox"/> Modify action plan as needed. <input type="checkbox"/> Saturate community with at least one Census awareness activity each month. <input type="checkbox"/> Encourage community members to participate with Census workers during address listing and block canvassing operations.
January 2000	<ul style="list-style-type: none"> <input type="checkbox"/> Hold monthly CCC and sub-committee meetings. <input type="checkbox"/> Finalize plans for Census week and Census Day activities. <input type="checkbox"/> Review tasks list and sub-committees activities plan. <input type="checkbox"/> Proceed with Census 2000 activities generated by sub-committees. <input type="checkbox"/> Finalize plans for activities to encourage residents to complete and return Census questionnaires. <input type="checkbox"/> Review plans for Nonresponse Followup and Integrated Coverage Measurement Census operations.

February 2000	<input type="checkbox"/> Hold regular CCC and sub-committee meetings. <input type="checkbox"/> Review and modify plans for questionnaire delivery days, Census week, and Census Day activities. <input type="checkbox"/> Review and modify plans for Nonresponse Followup and Integrated Coverage Measurement. <input type="checkbox"/> Finalize plans for all activities scheduled for March and April. <input type="checkbox"/> Check with sub-committee chairs on the number and location of Questionnaire Assistance Centers and Be Counted centers.
March 2000 Countdown to Census Day	<input type="checkbox"/> Review and implement activities leading to Census Day - April 1 st , 2000. <input type="checkbox"/> Finalize plans for all activities planned for the end of March and the month of April. <input type="checkbox"/> Proceed with activities generated by sub-committees. <input type="checkbox"/> Send press release highlighting Census 2000 activity schedule. <input type="checkbox"/> Check to make sure all Questionnaire Assistance Centers and Be Counted centers are opened.
CENSUS DAY 2000 - APRIL 1, 2000	
April 2000 The time has come to act...	<input type="checkbox"/> Implement Census Day activities. <input type="checkbox"/> Hold daily activities to encourage residents to complete questionnaires accurately and to return them quickly. <input type="checkbox"/> Evaluate activities and make changes as necessary. <input type="checkbox"/> Prepare to implement activities for the Nonresponse Followup operation. <input type="checkbox"/> Keep the momentum of the Census awareness campaign moving strong.
POST - CENSUS DAY - MAY - NOVEMBER	
May - July 2000 Nonresponse Followup (NRFU)	<input type="checkbox"/> Hold meeting to review schedule of activities for the Nonresponse Followup operation. <input type="checkbox"/> Use all sources to encourage residents to cooperate with Census workers. <input type="checkbox"/> Proceed with implementation of activities generated by sub-committees. <input type="checkbox"/> Keep the momentum of the Census awareness campaign strong.
AUGUST - NOVEMBER 2000 Integrated Coverage Measurement (ICM) Quality Check Survey	<input type="checkbox"/> Contact Census Bureau to ascertain the progress of the ICM in your community. <input type="checkbox"/> Implement activities to keep the Census awareness and interest strong. <input type="checkbox"/> Give daily countdown to Census 2000 operations closing. <input type="checkbox"/> Continue to meet regularly to give and receive Census 2000 progress reports. <input type="checkbox"/> Prepare summary report of CCC activities, operation, and member feedback and send a copy of the report to: Partnership Unit, Los Angeles Regional Office, 15350 Sherman way ,Suite 300, Van Nuys , CA 91406. <input type="checkbox"/> Celebrate the success of the Census 2000 enumeration and recognize the efforts of the CCC members. <input type="checkbox"/> "THANK YOU ONE MILLION TIMES!" <input type="checkbox"/> "We could not have done it without YOU!!!"

Suggested Activities for the Government Sub-committee

PRE - CENSUS DAY - NOW through MARCH 2000	
<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
1998 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Work with the Geography department of the U.S. Census Bureau in the Local Update of Census Addresses (LUCA) and the Master Address File (MAF) programs to assist in identifying housing units in your jurisdiction. <input type="checkbox"/> Identify locations for Be Counted centers (Be Counted centers provide questionnaires to those residents who did not receive one, or who feel they were missed). <input type="checkbox"/> Identify locations that can be used as Questionnaire Assistance Centers (QAC).
January 1999 through February 2000 Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Place Census messages in water bills, property tax bills and any other correspondence generated by the jurisdiction. <input type="checkbox"/> Develop and implement activities to involve government employees in the Census 2000 awareness campaign. <input type="checkbox"/> Train government employees on Census operations so they can serve as "Census 2000 Ambassadors." <input type="checkbox"/> Solicit corporations to become the official sponsor(s) of your Census activities. <input type="checkbox"/> Develop a list of barriers, problems, or concerns that might impede the progress of Census 2000, such as, high crime areas, streets with a large number of unsecured pets, and communities with a number of gated communities. <input type="checkbox"/> Make Census statements at all meetings. <input type="checkbox"/> Create different ways to dispel myths and alleviate fears about the confidentiality of Census data. <input type="checkbox"/> Have Census banners, posters, and other signage placed on public transportation vehicles and government vehicles, other than police and emergency vehicles. <input type="checkbox"/> Include Census logo and message on bus schedules, brochures, and newsletters. <input type="checkbox"/> Sponsor a Census booth at local, state, and county fairs, carnivals, and festivals. <input type="checkbox"/> Display Census information in all government buildings. <input type="checkbox"/> Contact the directors of civic centers and concert halls and ask them to display Census literature. <input type="checkbox"/> Sponsor a contest to design a "city sticker" promoting Census 2000. <input type="checkbox"/> Have Census information available during voter registration drives. <input type="checkbox"/> Keep the Census 2000 message strong in your city.

<p>March 2000</p> <p>Countdown to Census Day</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide information on federally funded programs that have benefitted the community. <input type="checkbox"/> Distribute a Census awareness bookmark. <input type="checkbox"/> Partner with the Postal service to create excitement about returning Census forms similar to the April 15th (Tax Day) activity. <input type="checkbox"/> Publicize the toll-free Census Help Line questionnaire assistance number. <input type="checkbox"/> Saturate public access areas with easy-to-read and understand Census information targeted for your community. <input type="checkbox"/> Finalize plans for Census Day activities. <input type="checkbox"/> Keep the Census awareness momentum strong within the governmental agencies.
<p>CENSUS DAY 2000 - APRIL 1, 2000</p>	
<p>APRIL 2000</p> <p>The time has come to act...</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Have government employees to answer the phones with a Census 2000 greeting. <input type="checkbox"/> Ask elected officials to encourage residents to complete and return questionnaires immediately. <input type="checkbox"/> Change hold messages to remind residents to complete and return their questionnaires immediately. <input type="checkbox"/> Increase the number of Census 2000 posters, banners and signs in all municipal buildings. <input type="checkbox"/> Continue to mail Census messages in water bills and other communications from the municipality. <input type="checkbox"/> Place a Census message all municipal marquees urging residents to complete and return their questionnaires.
<p>POST - CENSUS DAY - MAY - NOVEMBER</p>	
<p>MAY - JULY 2000</p> <p>Nonresponse Followup (NRFU)</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Distribute literature in all municipal buildings urging residents to cooperate with Census workers. <input type="checkbox"/> Ask all elected officials to speak on the importance of the Census, at all personal appearances, as well as to encourage residents to be cooperative with Census workers. <input type="checkbox"/> Encourage elected officials to hold press conferences in areas with low response rates. <input type="checkbox"/> Keep the Census awareness momentum strong within governmental agencies.
<p>AUGUST - NOVEMBER 2000</p> <p>Integrated Coverage Measurement (ICM) Quality Check Survey</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Continue to distribute literature in all municipal buildings encouraging residents to cooperate with Census workers through this final operation. <input type="checkbox"/> Remind elected officials that the Census operation is still in progress and continue to encourage residents to be cooperative with Census workers. <input type="checkbox"/> Prepare a summary of the activities generated by the sub-committee. <input type="checkbox"/> After the operation is completed, distribute literature in municipal buildings thanking the residents for a successful Census 2000 enumeration. <input type="checkbox"/> Celebrate the success of your work and recognize the efforts of the committee members. <input type="checkbox"/> "Thank YOU!" <input type="checkbox"/> "Thank YOU!" <input type="checkbox"/> "Thank YOU!" <input type="checkbox"/> "We could not have done it without YOU!" <input type="checkbox"/>

Suggested Activities for the Education Sub-committee

PRE - CENSUS DAY - NOW through MARCH 2000	
<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
1998 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Convene a meeting of private and public school educators (superintendents, principals, teachers, administrators), parents, education advocacy organizations, parent-teacher organizations, college and university administrators, and education personnel union representatives to discuss the role of all of educational institutions in a Census 2000 awareness campaign. <input type="checkbox"/> Ask the school board to designate space in each school for a Questionnaire Assistance Center (QAC) and Be Counted center. <input type="checkbox"/> Ask each school to recruit parents, teachers, and community members to serve as volunteers in the QACs. <input type="checkbox"/> Review the Census in Schools project materials for grades K-12.
January 1999 through February 2000 Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Partner with local schools to develop a Census awareness activity plan that will include utilizing the services of school clubs and organizations. <input type="checkbox"/> Work with schools to develop plans for activities leading up to the delivery of the Census questionnaires, Census week, Census Day, and the entire month of April. <input type="checkbox"/> Sponsor a Census poster contest for school-age children. Use the winning poster as the design for Census material distributed by the city. <input type="checkbox"/> Create a speakers' bureau of educators, parents, and students who would be available to deliver a Census message at all school assemblies, programs, and other events. <input type="checkbox"/> Encourage schools to use the Census in Schools materials as a supplement to the curriculum. The Census in Schools materials will be able in January 1999. They will also be accessible on the Internet. <input type="checkbox"/> Coalesce with educators to draft a flyer or brochure on the CONFIDENTIALITY issue of the Census. <input type="checkbox"/> Encourage schools to create Census awareness activities starting on April 1, 1999. <input type="checkbox"/> Ask each school to have a Census bulletin board that is updated regularly and decorated attractively. <input type="checkbox"/> Sponsor a Census newspaper clipping contest. Give prizes to students who develop the best "Census Bureau Gazette." Encourage the students to create names for their newspaper. <input type="checkbox"/> Encourage schools to include Census messages at sporting events through the use of special cheers, marching band presentations, half-time announcements, and banners. <input type="checkbox"/> Encourage and support student governments at the high school and university levels to develop special activities for Census awareness. <input type="checkbox"/> Recruit student volunteers to distribute Census literature to community residents. <input type="checkbox"/> Train students who speak other languages to be "Census Interpreters" to assist non-English speaking adults to complete the Census questionnaire. <input type="checkbox"/> Support the Census activities hosted and sponsored by the schools. <input type="checkbox"/> Encourage collaboration among private, parochial, and public schools in developing Census activities. <input type="checkbox"/> Ask local schools to create a scrapbook of all Census activities.

March 2000 Countdown to Census Day April 1st	<ul style="list-style-type: none"> <input type="checkbox"/> Suggest to schools to have student school patrol members and crossing guards to wear a Census message on their vests and badges. <input type="checkbox"/> Encourage schools to place Census posters and banners in student pick-up and drop-off areas. Intensify efforts to encourage schools to increase Census 2000 awareness activities. <input type="checkbox"/> Check to ensure that Questionnaire Assistance Centers and Be Counted centers located in schools are opened by the time Census questionnaires are delivered to households. Questionnaires are due to be delivered by mid-March 2000. <input type="checkbox"/> Sponsor a Census Day rally. <input type="checkbox"/> Assist schools with implementation of Census awareness activities. <input type="checkbox"/> Distribute a flyer to all schools encouraging parents to make completing the Census questionnaire a family activity. <input type="checkbox"/> Continue to emphasize the CONFIDENTIALITY of Census data. <input type="checkbox"/> Finalize plans for activities scheduled in April to urge residents to return Census questionnaires immediately. <input type="checkbox"/> Review plans for activities scheduled for the Nonresponse Followup operation to encourage residents to cooperate with Census workers.
CENSUS DAY 2000 - APRIL 1, 2000	
April 2000 The time has come to act...	<ul style="list-style-type: none"> <input type="checkbox"/> Implement Census Day activities. <input type="checkbox"/> Support Census Day activities hosted and generated by area schools. <input type="checkbox"/> Encourage schools to urge parents to mail Census questionnaires NOW. <input type="checkbox"/> Finalize plans for activities for the Nonresponse Followup operation. <input type="checkbox"/> Keep the Census awareness momentum strong among the education community.
POST - CENSUS DAY - MAY - NOVEMBER	
May - July 2000 Nonresponse Followup	<ul style="list-style-type: none"> <input type="checkbox"/> Encourage schools to send messages urging parents to cooperate with Census workers. <input type="checkbox"/> Support activities scheduled for the period covering the Nonresponse Followup operation. <input type="checkbox"/> Ask schools that serve students who live in areas that have the lowest questionnaire response rate to assist in urging those parents to cooperate with Census workers. <input type="checkbox"/> Furnish schools with updates on the progress of Census operations.
August - November 2000 Integrated Coverage Measurement (ICM) Quality Check Survey	<ul style="list-style-type: none"> <input type="checkbox"/> Keep the Census awareness momentum strong among the education community through this final operation of Census 2000. <input type="checkbox"/> Encourage schools to continue to encourage parents to cooperate with Census workers. <input type="checkbox"/> Prepare a report of all Census awareness activities held by education institutions. <input type="checkbox"/> Celebrate the success of your work and recognize the efforts of the committee members. <input type="checkbox"/> "Thank YOU! Thank YOU! Thank YOU!" <input type="checkbox"/> "We could not have done it with out YOU!"

Suggested Activities for the Religion Sub-committee

PRE-CENSUS DAY NOW through MARCH 2000

*Suggested Time
Range*

ACTION STEPS

1998

**Getting
Started**

- ☐ Formulate a list of religious organizations, seminaries, churches, synagogues, mosques, and other religious institutions.
- ☐ Divide the list among committee members. Each member is to contact the names on their list and encourage them to develop a Census awareness campaign targeted to their followers.
- ☐ Distribute resource materials generated by the Census Bureau to be used by religious organizations.
- ☐ Develop a list of suggested activities for religious institutions.
- ☐ Convene a meeting of religious leaders for the purpose of creating inter-denominational Census awareness activities.
- ☐ Draft a brochure on the CONFIDENTIALITY of Census data to be distributed to all religious organizations.
- ☐ Encourage religious leaders to allocate space in their facility for a Questionnaire Assistance Center (QAC) and a Be Counted center.
- ☐ Establish a communication link whereby the committee and the religious organizations can exchange and share information on a regular basis.
- ☐ Partner with religious radio and television stations to spread the Census message.

**JANUARY
1999
through
FEBRUARY
2000**

**Raising
Awareness**

- ☐ Develop a list of possible sermon titles that can be used in promoting Census awareness among congregates.
- ☐ Create and distribute a list of ten issues that can be worked into weekly sermons to assist congregates to understand the importance of the Census.
- ☐ Encourage religious organizations to recruit their members as volunteers for Questionnaire Assistance Centers.
- ☐ Make public statements at all religious conferences, conventions, and events about the importance of support for and participation in Census 2000.
- ☐ Encourage churches to add Census material to their free literature area.
- ☐ Support the Census activities of all religious organizations.
- ☐ Compile a calendar of Census activities hosted and sponsored by religious organizations.
- ☐ Support, organize and coordinate Census seminars at church conferences.
- ☐ Sponsor an inter-denominational essay contest for youth with topics such as "Census Data Benefits the Entire Community" or "Are You On The Census Roll?"
- ☐ Distribute Census job notices to all religious institutions.
- ☐ Create special Census announcements that can be used in church bulletins and newsletters.
- ☐ Encourage churches to include Census awareness on all special programs, such as, First Sunday, Children's Day, Christmas Celebration, Thanksgiving service, Men's Day and Women's Day.
- ☐ Create tag lines for churches to use on their television broadcasts.
- ☐ Encourage religious institutions to be testing sites for job applicants.

MARCH 2000**Countdown
to
Census Day**

- ☐ Encourage religious institutions to intensify their Census campaign.
- ☐ Contact religious institutions to ensure that Questionnaire Assistance Centers are opened on the day that the questionnaires are delivered to households.
- ☐ Distribute a list of Census messages that can be used to urge congregates to complete their questionnaires accurately and prepare to mail them on April 1st.
- ☐ Distribute "Countdown to Census Day" data sheets that will include the number of days, weeks, hours and minutes to Census Day 2000.
- ☐ Sponsor an inter-denominational Census Day activity.
- ☐ Suggest activities that churches can host such as, a potluck supper, phone bank to congregates, Census Sunday, or Be Counted Sunday.

CENSUS DAY 2000 - APRIL 1, 2000**APRIL 2000
The time
has come
to act...**

- ☐ Create a flyer for churches to distribute to congregates urging them to mail in their questionnaires.
- ☐ Check on the progress being made at church sponsored Questionnaire Assistance Centers.
- ☐ Promote the usage of the toll-free Census Help Line for questionnaire assistance. Assistance is available in English, Spanish and other languages.
- ☐ Encourage religious leaders to emphasize the CONFIDENTIALITY of Census data.
- ☐ Keep the Census awareness momentum strong in the religious community.

POST-CENSUS DAY - MAY through NOVEMBER**MAY - JULY
2000
Nonresponse
Followup
(NRFU)**

- ☐ Create and distribute flyers to encourage congregates to cooperate with Census workers.
- ☐ Contact religious leaders and inform them of the importance of the Nonresponse Followup operation.
- ☐ Solicit the support of religious leaders to explain to congregates that during the Nonresponse Followup operation persons who did return their questionnaires are contacted.
- ☐ Encourage religious institutions with facilities in areas with a low response rate to sponsor activities to motivate residents to cooperate with Census workers.

**AUGUST -
NOVEMBER
2000
Integrated
Coverage
Measurement
(ICM)
Quality Check
Survey**

- ☐ Keep the Census awareness momentum strong among the religious community.
- ☐ Solicit the support of religious leaders to encourage congregates to cooperate with Census workers.
- ☐ Prepare report of Census activities sponsored and hosted by religious institutions.
- ☐ Celebrate the success of Census 2000 recognize the efforts of the committee members.
- ☐ "Thank YOU!"
- ☐ "Thank YOU!"
- ☐ "Thank YOU!"
- ☐ "We Could Not Have Done It Without You!"

Suggested Activities for the Media Sub-committee

PRE-CENSUS DAY - NOW through MARCH 2000	
<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
1998 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Arrange a press conference announcing the formation of the Complete Count Committee (CCC). Highlight the background, accomplishments, and role of the chairperson. <input type="checkbox"/> Ask the chairperson of the other sub-committees to compile an ongoing list of Census activities generated by groups in their area of focus. <input type="checkbox"/> Create a series of messages about the Census tailored to address your community and its major concerns. Use them to create press releases. <input type="checkbox"/> Produce Census messages and promotional materials tailored to your community. Ask the local newspapers and trade magazines to insert your materials into their publications.. i.e., a flyer. <input type="checkbox"/> List five things your community could stand to gain by participating in the Census. List five things the community may lose without an accurate count. <input type="checkbox"/> Create five or more Census articles (drop-in articles) that can be easily submitted to newspapers and used with little or no editing. <input type="checkbox"/> Create a flyer emphasizing the CONFIDENTIALITY of Census information. <input type="checkbox"/> Identify community members who are fluent in each of the languages spoken in your community. Ask them to translate flyers, press releases, and other articles into that language.
JANUARY 1999 through FEBRUARY 2000 Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Ask local media to do a series of stories on Census operations, such as, hiring, address listing, block canvassing, completing and returning questionnaires, and activities generated by the CCC sub-committees. <input type="checkbox"/> Create a calendar of Census events and circulate it to local media. <input type="checkbox"/> Hold periodic press conferences for your highest elected official and other known community leaders and members to talk about the importance of the Census. <input type="checkbox"/> Develop, and distribute public service announcements (PSAs) tailored to your community using popular local personalities as messengers. <input type="checkbox"/> Arrange for appearances on radio and television talk shows to discuss Census subjects such as CONFIDENTIALITY of the individual's responses to the Census and the benefits of Census data to the community. If you wish, ask for a local Census Bureau representative to accompany you. <input type="checkbox"/> Ask local radio stations to air regular Census "Profile America" messages available on CD from the U.S. Bureau of the Census, Public Information Office, 301-457-2808. <input type="checkbox"/> Prepare messages that can be used on computerized displays at sports events, on office buildings, and for use by businesses. <input type="checkbox"/> Ask college officials to have Marketing, Advertising, Journalism, television, and radio students to develop Census promotional material tailored to your community in exchange for class credit.

MARCH 1999 Countdown to Census Day	<ul style="list-style-type: none"> <input type="checkbox"/> Hold a press conference announcing the delivery of the questionnaires to the nation's households. Include all stakeholders, educators, students, parents, social service providers, health care providers, Headstart leaders, senior citizen advocates, and other agencies that depend on federal funding. <input type="checkbox"/> Contact college newspapers and radio stations and ask them to print and broadcast Census stories and messages. <input type="checkbox"/> Ask highest elected official to send a letter to all residents urging them to complete their Census questionnaires accurately and return them promptly. <input type="checkbox"/> Ask radio stations to earmark certain times of the day as Census time, and give a short motivational talk to residents encouraging them to participate in the Census. <input type="checkbox"/> Keep the media abreast of all Census activities generated by the CCC sub-committees.
CENSUS DAY 2000 - APRIL 1, 2000	
APRIL 2000 The time has come to act...	<ul style="list-style-type: none"> <input type="checkbox"/> Hold a Census Day rally in a prominent location featuring the highest elected official, local personalities, entertainment, and prizes. <input type="checkbox"/> Continue to ask radio stations to earmark certain times of the day as Census time, reminding residents to complete and return Census questionnaires immediately. <input type="checkbox"/> Circulate a schedule of Census activities generated by other sub-committees and organizations in the community. <input type="checkbox"/> Distribute balloons imprinted with "Census 2000 ACT TODAY". Ask residents to display them in their yards on their balconies, in their windows and doors as a show of support for and participation in Census 2000.
POST - CENSUS DAY - MAY - NOVEMBER	
MAY - JULY 2000 Nonresponse Followup (NRFU)	<ul style="list-style-type: none"> <input type="checkbox"/> Ask radio and television stations to include Census speakers on their talk show programs. <input type="checkbox"/> Encourage local media to remind residents that Census 2000 is not over, and to cooperate with Census workers. <input type="checkbox"/> Hold press conferences to give the community an update on the progress of the Nonresponse Followup operation. <input type="checkbox"/> Hold press conferences in areas that have a low mail response rate. <input type="checkbox"/> Keep the Census awareness momentum in the forefront of the minds of the media.
AUGUST - NOVEMBER 2000 Integrated Coverage Measurement (ICM) Quality Check Survey	<ul style="list-style-type: none"> <input type="checkbox"/> Encourage the media to continue reminding residents to cooperate with Census workers. <input type="checkbox"/> Hold press conferences in areas where Census workers are interviewing residents. <input type="checkbox"/> Send press releases reporting on the progress of the Census operation. <input type="checkbox"/> Keep the Census awareness momentum in the forefront of the minds of the media. <input type="checkbox"/> Send a press release to announce the conclusion of the Census 2000 operation, recognizing the efforts of the members of the Complete Count Committee. <input type="checkbox"/> Celebrate the success of your work and recognize the efforts of the committee members. <input type="checkbox"/> "Thank YOU! Thank YOU! Thank YOU!" <input type="checkbox"/> "We could not have done it without YOU!"

Suggested Activities for the Community-based Organizations Sub-committee

PRE-CENSUS DAY - NOW through MARCH 2000	
<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
1998 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Compile a list of civic, social service, fraternal, neighborhood, and social organizations in your area. <input type="checkbox"/> Convene a meeting of the leaders of the organizations and solicit their assistance in creating a Census awareness campaign targeted for constituencies. <input type="checkbox"/> Organize a speaker's bureau of community leaders to be available to pitch the Census message at conferences, town meetings, and other public gatherings. <input type="checkbox"/> Solicit sponsorship for a "March to 2000" parade to be held close to Census Day - April 1, 2000. <input type="checkbox"/> Develop a list of agencies and organizations that are dependent on federal funding allocations based on population statistics, i.e., Headstart, WIC - Women, Infants, & Children, senior citizen programs, and social service programs. <input type="checkbox"/> Develop a plan and solicit sponsorship for a 5K Walk/Run/Skate A-Thon with a theme, such as, "WALK/SKATE/RUN to a COMPLETE COUNT". <input type="checkbox"/> Ask each community organization to submit a list of activities they plan to sponsor for Census 2000. <input type="checkbox"/> Compile a list of organizations that can furnish space for Questionnaire Assistance Centers and Be Counted centers.
JANUARY 1999 through FEBRUARY 2000 Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Coalesce with community organizations and draft a letter asking the city to donate a parcel of land to be given in a drawing to a lucky resident who completes and returns the Census questionnaire during April of 2000. <input type="checkbox"/> Encourage organizations to hold Census Day or Census Night activities and to sponsor a raffle of a new car or the use of a new for one year. Ask a local dealership to donate the car. The winner must have completed and returned Census questionnaire by the end of April 2000. <input type="checkbox"/> Ask each organization to choose a month that they will sponsor Census activities or promote Census awareness. In large cities, more than one organization can work during the same month. <input type="checkbox"/> Ask organizations to include a Census article in all of their publications from April 1999 through November 2000. <input type="checkbox"/> Sponsor a "Wheel of Fortune" game for festivals, fairs, and conferences, using Census information for questions and categories. <input type="checkbox"/> Sponsor a Census rally for community organizations, inviting all organizations to make banners with slogans in support of the Census. <input type="checkbox"/> Encourage each organization to include Census 2000 on the agenda of their conferences, conventions, workshops, meetings. <input type="checkbox"/> Ask organizations to furnish volunteers for Questionnaire Assistance Centers. <input type="checkbox"/> Ask organizations to conduct informal surveys among their constituents to determine what factors would prevent them from completing a Census questionnaire. <input type="checkbox"/> Create a fact sheet that addresses all of the concerns of the survey respondents. Use this as a tool to eliminate misunderstandings about the Census.

**MARCH
2000
Countdown
to
Census Day
April 1, 2000**

- ☐ Ask organizations to distribute flyers announcing the delivery of the questionnaires to the nation's households.
- ☐ Check to see if organizations are prepared to open Questionnaire Assistance Centers prior to the delivery of the questionnaires. (Questionnaires are expected to be delivered in mid-March)
- ☐ Support Census activities generated by community organizations.
- ☐ Host neighborhood coffee socials to inform residents of the many ways needed social service agencies use federal funding to ensure a quality way of life for all community members.
- ☐ Co-sponsor the "March to 2000" parade (based on the plan that was developed in 1999).
- ☐ Sponsor a contest to crown a Census king and queen.

CENSUS DAY 2000 - APRIL 1, 2000

**APRIL
2000
The time
has come
to act...**

- ☐ Encourage organizations to urge their constituents to complete their questionnaires and return them promptly.
- ☐ Create a flyer with a watch or clock design on it and a slogan such as, "Don't let the clock run out. Complete and mail your Census questionnaire TODAY."
- ☐ Ask organizations to have their volunteers distribute the flyers everyday during the month of April.
- ☐ Support the Census activities generated by the community organizations.
- ☐ Continue to keep the Census awareness momentum strong among community organizations.

POST - CENSUS DAY - MAY through NOVEMBER

**MAY - JULY
2000
Nonresponse
Followup
(NRFU)**

- ☐ Continue to keep the Census awareness momentum strong within community organizations.
- ☐ Convene community organizations whose work is concentrated in the areas with the lowest mail response rate to discuss ways to motivate residents to cooperate with Census workers.
- ☐ Partner with community organizations to design and distribute flyers, fact sheets and other material to assist residents in difficult to count areas, understand the importance of participating in Census 2000.
- ☐ Emphasize in various forums that information given to Census workers is strictly CONFIDENTIAL.

**AUGUST -
NOVEMBER
2000
Integrated
Coverage
Measurement
(ICM)
Quality
Check Survey**

- ☐ Inform community organizations that Census operations are still in progress and to continue to urge their constituents to be cooperative.
- ☐ Prepare a final report of the Census activities generated by community organizations.
- ☐ Celebrate the success of your work and recognize the efforts of committee members.
- ☐ "Thank YOU!"
- ☐ "Thank YOU!"
- ☐ "Thank YOU!"
- ☐ "We could not have done it without YOU!"

Suggested Activities for the Business Sub-committee

PRE-CENSUS DAY - NOW through MARCH 2000

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
1998 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Compile a list of all area businesses including, local, national, and neighborhood enterprises, regardless of size. <input type="checkbox"/> Encourage all businesses to have a visible display of Census literature. <input type="checkbox"/> Solicit businesses to imprint the Census logo and a Census message on their promotional giveaway items. <input type="checkbox"/> Host a meeting of area businesses to discuss the many ways they can join the Census awareness campaign. <input type="checkbox"/> Draft a list of Census awareness activities that businesses can sponsor, such as, distribution of key chains with company logo and a Census logo, placing of the Census logo and a Census message in employee pay envelopes, and hosting a Census Day at their company or business. <input type="checkbox"/> Develop a list of Census activities that businesses can implement during the week before Census Day 2000 - April 1, 2000. <input type="checkbox"/> Keep the Census momentum strong in the business community. <input type="checkbox"/> Solicit businesses that can provide space and volunteers for Questionnaire Assistance Centers and Be Counted centers.
JANUARY 1999 through FEBRUARY 2000 Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Contact all business associations, such as, the Chamber of Commerce, State Street Council, or the Southside Business Association and ask them to add a Census 2000 awareness update to the agenda of their regular meetings. <input type="checkbox"/> Encourage businesses to display Census material in areas that are exclusively "employees only" as well as in public areas. <input type="checkbox"/> Organize a speakers bureau of local business leaders to spread the message of the benefits of the Census to the growth and economy of the community. <input type="checkbox"/> Solicit support among the business community to sponsor Census activities involving families such as giveaways at sports events, community picnics, and a special Census raffle. <input type="checkbox"/> Encourage businesses to create flyers outlining how they use Census data to determine where to invest. <input type="checkbox"/> Contact tax firms, i.e., H & R Block, and ask them to display Census literature and to remind their clients to complete their questionnaires accurately and return them promptly. <input type="checkbox"/> Encourage businesses to include Census messages on electronic marquees. <input type="checkbox"/> Contact sports event organizers and ask them to display Census messages on scoreboards. <input type="checkbox"/> Ask businesses to include a Census message on their web site throughout the Census operation. <input type="checkbox"/> Create a Countdown to Census day poster, showing the number of months, weeks, days and hours until Census Day 2000 - April 1, 2000.

**MARCH
2000
Countdown
to Census
Day
April 1, 2000**

- ☐ Ask businesses to display signs announcing the arrival of the Census questionnaires to the nation's households (expected delivery is mid-March).
- ☐ Encourage businesses to have an aggressive display of "Go Census" signs similar to the ones displayed for the Lakers, Dodgers, and Raiders.
- ☐ Partner with business associations to create a lot of activity during the week leading up to Census Day - April 1, 2000.
- ☐ Check with businesses to see that the Questionnaire Assistance Centers are opened by the time the questionnaires are delivered.
- ☐ Keep the Census awareness momentum strong in the business community.

CENSUS DAY 2000 - APRIL 1, 2000

**APRIL
2000**

**The time
has come
to act...**

- ☐ Ask businesses to display signs encouraging customers to complete their questionnaires accurately and return them immediately.
- ☐ Encourage businesses to include Census messages in all written communications to their customers, i.e., "ACT NOW! COMPLETE AND MAIL YOUR CENSUS QUESTIONNAIRE TODAY!"
- ☐ Check on the progress being made at the Questionnaire Assistance Centers located in area businesses.
- ☐ Send messages urging businesses to continue their campaign until all Census operations are completed.
- ☐ Keep the Census awareness momentum strong in the business community.

POST - CENSUS DAY - JULY through NOVEMBER

**MAY - JULY
2000
Nonresponse
Followup
(NRFU)**

- ☐ Contact business leaders and inform them of the importance of the Nonresponse Followup operation.
- ☐ Encourage businesses to urge their customers to cooperate with Census workers.
- ☐ Solicit the support of businesses in the areas where the response rate was lowest to sponsor activities to motivate their customers to cooperate with Census workers.
- ☐ Keep the Census awareness momentum strong in the business community.

**AUGUST -
NOVEMBER
2000
Integrated
Coverage
Measurement
(ICM)
Quality
Check
Survey**

- ☐ Continue to ask businesses to encourage their customers to cooperate with Census workers.
- ☐ Encourage businesses to leave Census displays visible until this final operation is completed.
- ☐ Keep the Census awareness momentum strong in the business community.
- ☐ Prepare a final report of the activities generated by area business throughout the Census 2000 operation.
- ☐ Celebrate the success of Census 2000.
- ☐ Prepare a report of all Census activities generated by the business community.
- ☐ Celebrate the success of your work and recognize the efforts of each committee members.
- ☐ "Thank YOU! Thank YOU!"
- ☐ "Thank You! Thank YOU!"
- ☐ "We could not have done it without YOU!"

Suggested Activities for the Recruiting Sub-committee

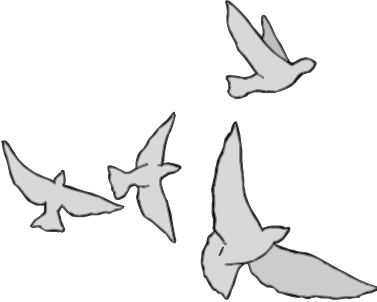
PRE - CENSUS DAY - NOW through MARCH 2000	
<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
1998 Getting Started	<input type="checkbox"/> Obtain information regarding the availability of jobs in your area from the U.S. Census Bureau Partnership Specialist assigned to your jurisdiction. <input type="checkbox"/> Develop a plan to host a job fair that would inform potential applicants about the positions available, qualifications needed, and the application process. <input type="checkbox"/> Compile a list of sites that could be donated for applicant testing and training. <input type="checkbox"/> Obtain a list of Census operations that will necessitate the hiring of community members in your area.
JANUARY 1999 through APRIL 2000	<input type="checkbox"/> Stay in contact with the Partnership Specialist for an update of available jobs. <input type="checkbox"/> Forward the list of sites that have been donated for testing and training to the Recruiting Department, Los Angeles Regional Office, 15350 Sherman Way, Suite 300, Van Nuys, CA 91406 or fax to Recruiting Department 818-904-6427. <input type="checkbox"/> Compile a list of festivals, county fairs, cultural events, and other affairs where brochures and information regarding Census jobs can be distributed. <input type="checkbox"/> Ask local businesses to display Census job announcements in prominent locations. <input type="checkbox"/> Publicize testing dates and locations. <input type="checkbox"/> Organize several job fairs to keep pace with the staffing needs for the various Census 2000 operations. <input type="checkbox"/> Solicit the assistance of the Media sub-committee to get local media outlets to broadcast the availability of Census jobs as well as testing and training sites.
CENSUS DAY 2000 - APRIL 1, 2000	
MAY 2000 through NOVEMBER 2000	<input type="checkbox"/> Stay in contact with the Partnership Specialist for an update of available jobs, if any. <input type="checkbox"/> Publicize testing and training sites. <input type="checkbox"/> Ask local businesses to continue to display Census job announcements. <input type="checkbox"/> Prepare a report of the number of job fairs held and the feedback received from job applicants. <input type="checkbox"/> Celebrate the success of your work and recognize the efforts of the committee members. <input type="checkbox"/> "Thank You! Thank You! Thank You!" <input type="checkbox"/> "We could not have done it without YOU!"

Suggested Activities for the Special Housing Sub-committee

PRE - CENSUS DAY - NOW through MARCH 2000	
<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
1998 through July 1999 Preparation for Service-based enumeration	<ul style="list-style-type: none"> <input type="checkbox"/> Compile a list, including addresses and contact persons, of organizations and other service providers that render services to people without housing, i.e., shelters, soup kitchens, regularly scheduled mobile food vans, churches, and missions. <input type="checkbox"/> Compile a list of places, including addresses, in your jurisdiction that can be classified as targeted non-sheltered outdoor locations (10 or more persons living in a congregate setting on a regular basis). <input type="checkbox"/> Compile a list (including addresses) of campgrounds, group homes, transitional housing, housing facilities for those with mental and physical disabilities, youth homes, residential hotels and motels, and halfway houses for those transitioning from penal institutions and drug rehabilitation. <input type="checkbox"/> Compile a list of hospitals, including the names of the various wards, nursing homes, and skilled nursing centers. <input type="checkbox"/> Compile of list of retirement communities with healthcare facilities that house residents. <input type="checkbox"/> Compile of a list of colleges and universities with dormitories. <input type="checkbox"/> Compile of list of any all places that can be classified as group quarters. <input type="checkbox"/> Ask service providers to donate space and volunteers to staff Questionnaire Assistance Centers and Be Counted centers to be of assistance to people in these areas. <input type="checkbox"/> Compile a list of businesses that employ migrant or seasonal workers. <input type="checkbox"/> Ask service providers to recruit applicants to apply for Census jobs that are directly involved with counting residents in special housing. <input type="checkbox"/> Identify community members that can serve as cultural facilitators during the service-based enumeration operation.
August 1999 through March 2000	<ul style="list-style-type: none"> <input type="checkbox"/> Contact service providers urging them to display Census literature. <input type="checkbox"/> Partner with service providers to conduct Census informational seminars for the people that seek out their services. <input type="checkbox"/> Conduct informational Census seminars at targeted non-sheltered locations. <input type="checkbox"/> Create a flyer with slogans encouraging residents in special housing to participate in the Census and to cooperate with Census workers. <input type="checkbox"/> Collaborate with the Media sub-committee to solicit the assistance of local media to broadcast messages and stories targeted for residents in special housing situations. <input type="checkbox"/> Support the Census activities generated by service providers and advocacy groups.

CENSUS DAY 2000 - APRIL 1, 2000

<p>APRIL 2000 Service-based Enumeration</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Support Census workers in enumeration of T-Night enumeration. <input type="checkbox"/> Support Census workers in service-based enumeration scheduled for April 3-5, 2000. April 3rd - Shelters; April 4th - Soup kitchens and Mobile food vans; April 5th - Targeted non-sheltered outdoor locations. <input type="checkbox"/> Support Census workers throughout the month of April to count residents in group quarters: hospital, nursing homes, jails, dormitories, youth homes, residential hotels, retirement complexes with residential healthcare facilities, halfway houses, and missions.
<p>MAY 2000 Service-based Enumeration Completed</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Assist with any further service-based enumeration if needed. <input type="checkbox"/> Prepare a report of Census activities held by the committee or any other group to encourage residents in special housing to participate in Census 2000 and to cooperate with Census workers. <input type="checkbox"/> Celebrate the success of your work and recognize the efforts of the committee members. <input type="checkbox"/> "Thank YOU!" <input type="checkbox"/> "Thank YOU!" <input type="checkbox"/> "Thank YOU!" <input type="checkbox"/> "We could not have done it without YOU!"



**Is
Census
data
really
CONFIDENTIAL
?**



United States
**Census
2000**



CONFIDENTIAL?



ABSOLUTELY!



The LAW protects ***YOUR*** answers. By LAW, the Census Bureau **cannot** share ***YOUR*** answers with the IRS, WELFARE, FBI, IMMIGRATION--or any other government agency.

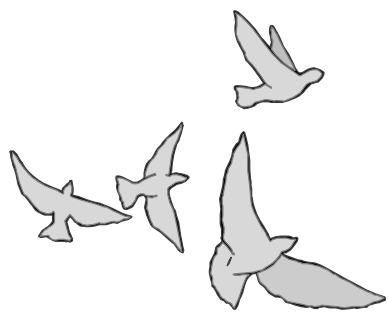


No court of law, not even the President of the United States can access ***YOUR INDIVIDUAL RESPONSES.***

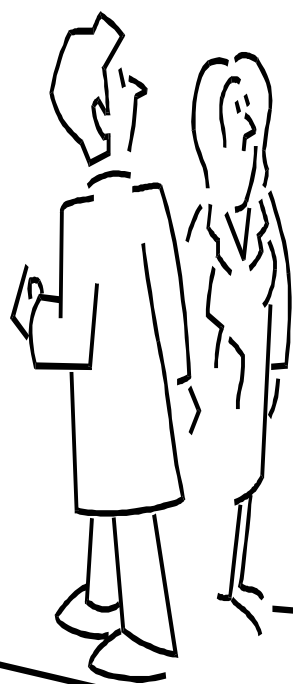
During the Truman administration the White House had to undergo renovation. It was necessary to relocate the President until the renovation was completed. The Secret Service requested from the Census Bureau, information on residents living in the proposed relocation area for the purpose of performing background checks. However, because Census data is ***ABSOLUTELY CONFIDENTIAL***, even to the President, the request was denied. Instead, President Truman had to spend his exile at Blair House.



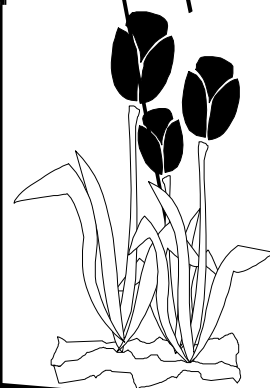
Highly motivated employees protect ***YOUR*** answers. Census workers must pass security and employment reference checks. They are sworn to secrecy, and the ***PENALTY FOR VIOLATION IS A \$5,000 FINE AND A FIVE-YEAR PRISON TERM.***



How is Census data used?



United States
**Census
2000**



Census data is widely & wisely used...

 The federal government uses population data to allocate funds in a number of areas such as,

Title 1 grants to educational agencies

(school districts across the nation)

Head Start programs

Women, Infants & Children (WIC)

(food grants)


Public transportation


Road rehab & construction


Programs for the elderly

Emergency Food and Shelter

Empowerment Zones

 Assessment of the need for employment opportunities is done through the use of population statistics. This service is used by the private sector as well as the state and federal governments.

 Population statistics are in community profiles to give potential homeowners insight into the property values, median income and other demographic information about a particular community.

 Corporations use population data for market research to determine locations for commercial enterprises such as food stores, and other essential services.

50 Ways To Use Census 2000

Decision making at all levels of government

Drawing federal, state, and local legislative districts

Attracting new businesses to state and local areas

The distribution of over \$100 billion in federal funds and even more in state funds

Forecasting future transportation needs for all segments of the population

Planning for hospitals, nursing homes, clinics, and the location of other health services

Forecasting future housing needs for all segments of the population

Directing funds for services for people in poverty

Designing public safety strategies

Rural development

Analyzing local trends

Estimating the numbers of people displaced by natural disasters

Developing assistance programs for American Indians

Creating maps to speed emergency services to households in need of assistance

Delivering goods and services to local markets

Designing facilities for people with disabilities, the elderly, or children

Product planning

Investment planning and evaluation of financial risk

Publication of economic and statistical reports about the United States and its people

Scientific research

Developing "intelligent" maps for government and business

Proof of age, relationship, or residence (certificates provided by the Census Bureau)

Medical research

Media planning and research, back up for news stories

Evidence in litigation involving land use, voting rights, and equal opportunity

Reapportionment of seats in House of Representatives

Drawing school district boundaries

Budget planning for government at all levels

Spotting trends in the economic well-being of nation

Planning for public transportation services

Planning health and educational services for people with disabilities

Establishing fair market rents and enforcing fair lending practices

Directing services to children and adults with limited English language proficiency

Urban planning

Land use planning

Understanding labor supply

Assessing the potential for spread of communicable diseases

Analyzing military potential

Making business decisions

Understanding consumer needs

Planning for congregations

Locating factory sites and distribution centers

Distributing catalogs and developing direct mail pieces

Standard for creating both public and private sector surveys

Evaluating programs in different geographic areas

Genealogical research (after 2072)

School projects

Developing adult education programs

Historical research

Determining areas eligible for housing assistance and rehabilitation loans




**Summary:
What are the
benefits
of a
Complete
Count
Committee?**





United States
**Census
2000**





To Summarize...

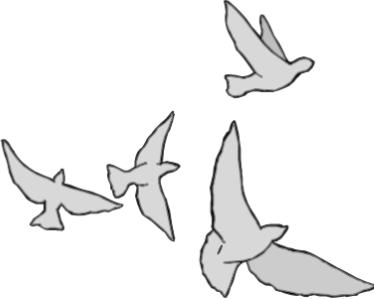
 The **Complete Count Committee** speaks the language of and knows the pulse of its community. It will establish an information highway that even the Internet cannot rival: *neighbor informing neighbor.*

 The **Complete Count Committee** will ensure that its community will start the 21st century off on the right step, by making each resident aware of the importance of an accurate Census count to the overall well-being of each person.

 The **Complete Count Committee** will gain valuable knowledge about the Census process never before disseminated at the local level, and develop a plan to impart that knowledge to each and every resident as only a neighbor and fellow stakeholder can do.

 The **Complete Count Committee** is the local community's link to the national campaign of Census 2000, enabling every resident the opportunity of receiving firsthand information from someone they know and trust.

 The **Complete Count Committee** will increase the participation ratio and the mail back response rate through the creation of an intense Census 2000 awareness campaign that will not end until November of 2000.



**Understanding
the
language
of
the
Census**



United States
**Census
2000**



The ABCs of Census 2000

Address Listing A/L	Identifying and listing the mailing addresses for all places where people live or could live within a specified area.
Apartment/Unit Designation/Description/Trailer	An identification of the location of each living quarters in a multi-unit building, or in a trailer part. If there are no designations displayed at the building (A-1, A-2, A-3, etc.), then a description is used (first floor left, basement, etc.) The abbreviation TRLR is used to identify all unoccupied and occupied trailers and qualifying trailer sites.
Be Counted	An unaddressed Census form to be used by persons who did not receive a Census form or for those who believe they were missed in their household.
Block Canvassing (BC)	The operation conducted to compare the housing units on the ground with the addresses listed in an address register for every block in areas designated as mailout/mailback. Addresses are added, corrected or deleted, as appropriate.
Canvassing	Systematically traveling all streets, roads, paths, etc., in each block in an assignment area, to identify every place where people live or could live.
Census Field Office (CFO)	A small Census office that establishes a local presence in a specified area, either urban or rural for a relatively short time period for address listing type of operation prior to the Census.
City Style Address	An address that consists of a house number and street name.
Commercial Building	A building used principally for business purposes. It may contain residential quarters.
Data Capture Center (DCC)	A decentralized Census Bureau facility that will check in all questionnaires returned by mail, create images of all questionnaire pages, and convert data to computer readable format.
Decennial	Occurring or being done every 10 years.
E-911 Address Number	A house number assigned for emergency services by some local jurisdiction to housing units without a city-style address for mail delivery.
Early Opening Local Census Office (ELCO)	A temporary Census office established to conduct early operations for the Census.
Enumerator	A person selected to conduct Census interviews.

Group Quarters	A facility where people live that is not a typical household-type living arrangement. The Census Bureau classifies all individuals not living in households as living in group quarters. There are two types of group quarters: institutional (for example, correctional facilities, nursing homes, and mental hospitals) and noninstitutional (for example, college dormitories, military bases and ships, hotels, motels, rooming houses, group homes, missions, shelters, and flophouses).
Housing Unit (HU)	A house, apartment, mobile home, or a single room that has its own kitchen facilities, a separate entrance, and is occupied as a separate living quarters or, if vacant, intended for occupancy as a separate living quarters.
Inaccessible Living Quarters	Areas that are inaccessible due to locked gates or impassable roads.
Individual Census Questionnaire (ICQ)	A Census questionnaire used to collect personal data for one person who does not have a usual residence.
Individual Census Report (ICR)	A Census questionnaire used to collect personal data from one person.
Large Household Follow-up (LHFU)	A follow-up operation for mail returns to obtain missing data when the number of persons in a household exceeds the number of persons that can be included on the Census household questionnaire.
List/Enumerate	Sparsely populated areas where an enumerator creates a mailing list and enters map spots on the map, and collects a completed questionnaire for each housing unit.
Listing	Systematically traveling all streets, roads, etc., in a block, looking for and listing every housing unit.
Living Quarters	Each place where people live or could live.
Local Census Office (LCO)	Temporary Census Bureau office established for data collection purposes at the time of selected periodic Censuses. Previously called "district offices" in earlier Censuses.
Local Update of Census Addresses (LUCA)	A program that provides an opportunity for state, local, and tribal government officials to review the address information in the Census Bureau's MAF (Master Address File), and the associated geographic information in the TIGER data base before using the addresses for questionnaire delivery and related decennial Census operations. The Census Bureau provides its address list for a particular jurisdiction in return for local corrections/updates to that list.
Master Address File (MAF)	A computer file based on a combination of the addresses in the 1990 Census address file and current versions, supplemented by address information provided by state, local, and tribal governments. The MAF is being updated throughout the decade and the next to provide a basis for creating the Census 2000 address list, the address list for the American Community Survey, and the address list for the Census Bureau's other demographic surveys.

Non-City-Style Address	An address that does not include a house number and street name; such as RR3, Box 129A or P.O. Box 47.
Nonreponse Followup	A Census follow-up operation in which temporary field staff, known as enumerators, visit addresses from which no response was received.
Partnerships	Agreements with state, local, and tribal governments and community groups that give these groups an opportunity to participate in various ways in Census 2000.
Private Act Notice	A notice that advises persons of the authority under which the Census information is being collected, how the information will be used, and the result of not answering a question.
Public Law 94-171 (PL94-171)	The public law that requires the Census Bureau to provide selected decennial Census data tabulations to the states within a year of the Census enumeration. These data tabulations are used by the states to redefine the areas included in each Congressional district and other districts used for state and local elections, a process known as redistricting.
Public Law 103-430 (PL103-430)	The public law that amends Title 13, United States Code, to allow designated local and tribal officials access to the address information in the MAF to verify its accuracy and completeness. This law also requires that the USPS provide address information it compiles to the Census Bureau to improve the MAF.
Questionnaire Assistance Center (QAC)	Assists persons who may have questions about the Census or who otherwise needs help in completing their questionnaire. There are two types of QACs - Telephone and Walk-in.
Regional Census Center (RCC)	One of the temporary offices established to manage LCO activities in an area during a decennial Census, and to conduct geographic programs and support the decennial Census, such as automated map production.
Regional Office (RO)	Office established for the management of all Census operations in a pre-defined regional area that covers several states and several millions of housing units.
Reinterview	A sample of households in an assignment area are contacted again in person or by telephone. An enumerator will re-ask certain questions and compare the answers to the original questionnaire. This verifies that enumerators collected accurate information.
Respondent	The person supplying survey or Census information about his or her living quarters and its occupants.
Restricted Access Building/Secured Building	An apartment building (i.e., multi-unit building) that can be entered only through doors that are locked to the public.
Seasonal/Recreational Use	A housing unit held for occupancy only during certain seasons of the year, such as, beach cottages, hunting/ski cabins, etc.

Self-Enumerating Places	Places such as military installations, Coast Guard Stations, and some hospitals and prisons where a staff member of the facility lists the name of all persons residing in the group quarters and prepared the questionnaire packets.
Separate Living Quarters	Separate living quarters are those in which both of the following conditions apply: The occupant(s) lives separately from the other person(s) in the building. The occupant(s) has direct access from the outside of the building or through a common hall, such as in an apartment. If vacant, the criteria of separateness and direct access apply to the intended occupant.
Service-Based Enumeration (SBE)	An operation designed to enumerate people at facilities where they might receive services, such as shelters, soup kitchens, health-care facilities and other selected locations. This operation targets the types of services that primarily serve people who have no usual residence.
Special Place (SP)	An institution that includes facilities where people live or stay other than the usual house, apartment, or mobile home. Examples are colleges and universities, nursing homes, hospitals, and prisons. Often the facilities that house people are group quarters, but they may include standard houses or apartments as well. A special place requires different listing procedures.
Special Place Facility Questionnaire (FQ)	To classify special places by type code and identify each while updating existing information. Interviewers at telephone centers will call each special place prior to the Census, and conduct computer assisted telephone interviews to update existing information about the special place.
Targeted Non Sheltered Outdoor Location (TNSOL)	A congregating site that is geographically identifiable, and has existed for a minimum of 2 months. Must have more than 15 people sleeping there. The location must be open to the elements, i.e., cardboard boxes, and must have a specific location description.
T-Night Transient Enumeration	To enumerate persons at transient locations, that have no other usual place of residency, such as recreational vehicles, camp grounds/parks, commercial and/or public fairs and carnivals and marinas.
Topologically Integrated Geographic Encoding and Referencing (TIGER)	A database that contains a digital representation of all Census required map features (streets, roads, rivers, railroads, lakes), the related attributes for each, and the geographic identification codes for all entities used by the Census Bureau to tabulate data.
Update/Leave (U/L)	A procedure in which the enumerator modifies or updates a mailing list while delivering a questionnaire at each address with instructions to complete and mail it to the local Census office. Conducted in areas without city-style mailing addresses.
Usual Residence Elsewhere (URE)	Persons located at a residence during enumeration other than their usual residence.

Usual Residence	A place where a person spends more nights during a year than any other place.
Vacant Housing Unit	A housing unit that was not occupied at the time an attempt was made to interview the occupants.

Your Jurisdiction is located in the Los Angeles Region

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For information regarding Census jobs, call our toll-free number:

888-325-7733

or

Visit our website: www.census.gov

The Partnership Specialist assigned to your jurisdiction is:

Pager _____